

# Professional Development Roadmap



SUPPORTING THE COMPETENCIES OF PROFESSIONAL ADVISORS WORKING IN PHILANTHROPY

## Become a CAGP Member

Join CAGP to unlock exclusive benefits and resources designed to support your professional growth and maximize your impact.

### RESOURCES:



- Empowering Philanthropy: An Overview of Donor-Advised Funds
- Charitable Donations of Life Insurance – CAGP Guidelines
- Doing Good for Business
- The Philanthropic Conversation: A guide for professional advisors
- *and more*

### MEMBER BENEFITS:



- Special pricing on MFA-P professional designation program
- Special pricing on CAGP education
- Access to the Will Power campaign
- Planned Giving for Canadians ebook
- Access to national network of charity fundraisers as well as other advisors

### Number of years advising on philanthropic matters

1–3 years    3–5 years    5+ years

#### ACTIONS

Participate in Will Power campaign as a representative advisor	•	•	•
Participate in Local Chapter Education Events*	•	•	•
Participate in national education programming / national conference*	•	•	•
Volunteer on a local Chapter Executive Committee	•	•	•
Engage in mentoring program involvement as a learner	•	•	•
Join the CAGP Professional Advisor Network mailing list	•	•	•
Present at your local Chapter		•	•
Represent your CAGP Chapter in local advisor networks, i.e. EPC, Advocis, Chamber/BIA		•	•
Present for a national education program or webinar		•	•
Present at the CAGP National Conference		•	•
Volunteer on a national committee (conference, education, membership, etc.)		•	•
Present on gift planning at national advisor gatherings (STEP, CALU, Advocis, etc.)			•
Mentoring program involvement as a mentor			•
Ensure Continuing education credits to MFA-P and other designations			•

#### COURSES

Gift Planning Fundamentals for Professional Advisors*	•	•	•
MFA-P through Knowledge Bureau	•	•	•
Bequest Administration Essentials*		•	•
Original Canadian Gift Planning Course*		•	•
Advanced Canadian Gift Planning Summit*			•

\* Qualifies for MFA-P recertification credits

Courses are designed to address the skills and attributes outlined in the Competency Framework for Professional Advisors.

# Professional Advisor Competency Framework

The framework outlines the necessary skills and knowledge a professional advisor needs in order to facilitate gift planning with clients and reflects the two pillars of competencies within the gift planning profession: enabling competencies and technical competencies.

## ENABLING COMPETENCIES

### RELATIONSHIP BUILDING WITH THE CLIENT. THE ABILITY TO:

- Develop long-term, trust-based relationships with clients that support all the client's needs including opportunities for philanthropy, the desire for a legacy or for positive impact in the world;
- Actively listen and retain what is being said;
- Be comfortable exploring and understanding clients' values, what is important to them and how they may wish to have an impact in the world;
- Explore with clients if and how they might want to involve others in their family with their philanthropy;
- Demonstrate empathy, understanding and comfort around end of life discussions related to philanthropy;
- Translate sometimes complex technical, legal and tax-related language and concepts, where necessary, into plain English to aid in the client's comprehension of philanthropic concepts.

### RELATIONSHIP BUILDING WITH STAKEHOLDERS. THE ABILITY TO:

- Build collaborative and mutually beneficial networks of trusted legal, tax, financial and insurance advisors as well as charity personnel in order to best meet the needs of clients;
- Work effectively with family members and/or the client's other advisors and relevant charity personnel;
- Share philanthropic principles and opportunities with others in the community.

### ETHICS AND JUDGEMENT:

- Adherence to the CAGP Code of Ethics and other codes of ethics relevant to the professional advisor's credentials;
- Ability to identify where a client's needs (due to competence, financial viability, family commitments, and other factors) align or differ from a plan or product that the advisor may personally favour;
- Ability to identify and retain confidential information that may not be appropriate to share with others;
- Knowing when to re-direct a client to more appropriate gift planning vehicles or charities, whether or not such is in the best interest of the person undertaking gift planning discussions;
- Ability to identify and avoid conflict of interest scenarios;
- Understanding of the concept of "no gift before its time" (in the best interests of the client);
- Appreciation of how to appropriately approach and work with charities to assist them to understand the services which you may provide to them in order to enhance their offerings to donors.

## TECHNICAL COMPETENCIES

### KNOWLEDGE OF GIFT PLANNING VEHICLES. AN UNDERSTANDING OF:

- A variety of gift vehicles such as bequests, securities, registered funds, insurance, annuities, gifts in kind for both current and deferred giving and how each may be applied to provide specific benefits to clients, their families and those charities that are meaningful to them;
- The opportunity and impact various options have for the client (including degree of control, access to capital, timing and tax treatment considerations);
- Advantages of corporate vs. personal giving;
- How to "plan for impact" in order to assist clients to make effective donations;
- When to refer the client to other specific professional advisors to assist.

### KNOWLEDGE OF HOW CHARITIES OPERATE. AN UNDERSTANDING OF:

- The philanthropic and charitable sector landscape, emergent trends that are impacting it and how they are influencing your clients' giving decisions;
- How charities operate and charities' governance principles;
- How planned gifts (deferred and current) and major gifts are traditionally cultivated, solicited and stewarded by charities;
- How to work with charities to communicate and address the interests of clients.

